The report also includes information about the definitions of literacy and urban for each country as well as a glossary of definitions of demographic terms. Charts for each region compare the most important demographic indicators.

1984 World Population Data Sheet, prepared by Mary Mederios Kent and Carl Haub, Washington, D.C.: Population Reference Bureau, Inc., $2.00. Order from PRB, P.O. Box 35012, Washington, DC 20013.

This annual wall chart estimates the world's mid-1984 population at 4.762 billion, growing at a natural increase of 1.7 percent annually. At the current rate, the population of the world will double in 40 years. By the year 2000, the PRB projects the population will be at 6.25 billion and by 2020, 8.068 billion. Forty percent of the world's population lives in cities and 35 percent of the population this year is under age 15.

The same information, plus life expectancy at birth, infant mortality rate, birth and death rates, population over age 65, and per capita GNP, appears for 19 regions and 173 countries.

The compilation is based on data from The World Bank, the U.S. Census Bureau, the United Nations, and the U.S. National Center for Health Statistics.

The Land is Shrinking: Population Planning in Asia by Gayl D. Ness and Hirofumi Ando, 1984, Baltimore: Johns Hopkins University Press, 217 pp., $25.00. Order from Johns Hopkins University Press, Baltimore, MD 21218.

This book will be useful for those who wish to understand in greater depth the population changes taking place in Asia and the Pacific. Although the title, *The Land is Shrinking*, might lead readers to believe that the book focuses on environmental factors, it concentrates on an analysis of population change.

Unlike "gloom and doom" analysts that predict only dire consequences of the modernization taking place in the Third World, these authors believe that the bureaucrats who are working in the field of population policy and development planning represent "an administrative class for an emerging world (that) is an important fact of modern life from which some hope can be derived."

The authors argue that whether political-administrative systems recognize the problem of rapid population growth, implement a solution, and actually have an impact on mass reproductive behavior is an indication of their strength. In comparing Asia with other high fertility regions such as Africa, Latin America, and the Islamic world, the authors say that "the processes of imperialism, colonialism and nationalism produced in Asia a region of relatively strong states," which in turn makes the region "more advanced in perceiving and reacting to rapid population growth and its intense ecological pressures."

The argument then focuses on India and China, the world's two most populated nations. While both have adopted antinatalist policies, the effectiveness of the policies have been dictated by the relative strength or weakness of the political-administrative systems in each country.

What is not the book's focus may be just as important as what is. In the authors' own words, "We do not focus on the determinants of the demand for fertility-limiting techniques or behavior, which are the subject of much demographic analysis. We focus on what has come to be called the supply side of fertility-limiting behavior."

Living Alone (Catalogue no. 99-934, $5.50 in Canada; $6.00 elsewhere) is available from Publication Sales and Service, Statistics Canada, Ottawa K1A OT6, Canada.

Market researchers whose interest is the singles market will be interested in a new report on the 1.6 million Canadians who live alone.

Living Alone describes singles' incomes, housing, and the reasons people live alone. The report is the first of 12 publications in the 1981 Census Content Series.

International Marketing Management by Subhash C. Jain, 1984, Boston: Kent Publishing Company, 699 pp., $32.95.

In an MBA program at a well-known university just last year, a professor of international marketing told his students, "We'll just skip over Japan. It's not much of a market, and the trade barriers are so high that there is no sense in considering it as a potential market anyway." Clearly, it is time for some new thinking in the international arena. Fortunately, there are now some revised textbooks being published.

This text takes an objective view of global marketing, offering methods of segmenting markets among other basic tools of the trade. Case studies are used.

PRB Occasional Series: The Caribbean by Leon F. Bouvier, 1984, Washington, D.C.: The Population Reference Bureau, Inc., eight publications of about 15 pages each, $2.00 each plus $1 for postage and handling. Order from PRB, P.O. Box 35012, Washington, DC 20013.

The countries included in this series are Barbados, Saint Lucia, St. Kitts/Nevis, Antigua and Barbuda, Dominica, St. Vincent, Grenada, and Belize.

Each booklet includes both historical and prospective demographic data on each of these Caribbean islands. The emphasis is on the age and sex distribution of the school age, labor force, and elderly populations, with projections in each group up to 2030. Age groupings are the three broad groups listed above rather than five-year age groupings commonly used.

Manual X: Indirect Techniques for Demographic Estimation, by the Department of International Economic and Social Affairs, 1983, New York: United Nations, 304 pp., $32.00. Order using sales number E.83.XIII.2 from United Nations Publications, Room DC2 0853, United Nations, New York 10017.

This is a technically-oriented manual to assist researchers who are working with incomplete or defective demographic data. It deals mainly with the estimation of fertility and mortality in developing countries. The manual is designed to be "user-oriented" with emphasis on the way the techniques are applied and detailed examples. •

Sources
The East-West Center

It took Europeans hundreds of years to discover the islands of Hawaii, shielded from the outside world by thousands of miles of the Pacific Ocean. Businesses interested in the rapidly developing nations of Asia should not wait so long to discover one of Hawaii's most valuable resources, the East-West Center.

Located in Honolulu, the East-West Center includes the Population Institute, which contains some of the world's best demographic resources on Asia. The institute annually publishes many research studies, and its researchers make frequent trips to Asian countries and work closely with Asian researchers.

The Population Institute is the largest of the four institutes that comprise the East-West Center, a non-profit educational corporation established by the United States Congress in 1960. The center receives most of its annual budget from a congressional appropriation and also receives funds from 21 Asian governments, private foundations, public agencies, corporations, and individuals. The other three institutes include those dealing with culture and communication, resources, and the environment.

Of particular interest is the East-West Center's Resource Materials Collection. It includes a documentation and demographic reference service, plus a compilation of current census and survey results for Asian and Pacific countries. The collection includes more than 20,000 books, articles, microfilms, tapes, and motion pictures. The reference staff welcomes inquiries from businesses looking for hard-to-find statistics about the peoples of Asia. Contact Alice Harris at the East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; telephone (808) 944-7450.

The Population Institute includes a Data Analysis Unit that maintains a computerized data bank of censuses and surveys from Asian countries and a software library for demographic and general statistical analysis.

At the Population Institute, which was formed in 1969, researchers study such trends as the migration of Asian workers from villages to urban areas. One study discovered that industrial companies prefer to recruit women because they are considered more docile than men. Another interest is international labor migration from Asian countries to the Middle East. Over the past ten years, more than two million Asian workers have found employment in the Arab oil states. Other researchers are studying Asian families. The Asian Marriage Survey, for example, has obtained data from Indonesia, the Philippines, Thailand, and Pakistan to learn the influence of education, employment, and family background on marriage trends.

The Population Institute publishes the *Asian and Pacific Census Forum*, a quarterly newsletter that reports on census, vital registration, and survey activities in Asia. Its articles are usually technical ("Measurement of Death Registration Completeness Using the Growth Balance Procedure Applied to Data from India," for example), but the publication is clearly written and edited, and includes occasional pieces of more general interest — "What Australians Think about Their Census," for example, or "On Relationship to Household Head, or Who's Who in the Household."

The newsletter is free to those working in census offices and to students. Businesses can subscribe for $5.00, to cover mailing costs. Write Asian and Pacific Census Forum, East-West Population Institute at the above address.

The Population Institute publishes other books and papers of potential interest to international business researchers. Director Lee-Jay Cho is editing a book on the 1980 round of censuses in Asia and the Pacific that will be available this fall. Another forthcoming work is *Pakistani Women: A Socioeconomic and Demographic Profile*, edited by Nasra M. Shah. *Women in the Cities of Asia: Migration and Urban Adaptation*, edited by James T. Fawcett, Siew-Ean Khoo, and Peter C. Smith, was published in April. These and other books can be obtained by writing Publication Orders, East-West Center.

The Culture and Communication Institute studies cross-cultural communication and runs programs designed to overcome the cultural gaps that businesses encounter in a foreign country. "The growth of U.S.-Asian trade is one of the important stories of the twentieth century," says Clyde Prestowitz, Jr., counselor to the U.S. Secretary of Commerce for Japan and an East-West student in the early 1960s. "But the normal friction which arises in any trade relationship is exacerbated by the greater cultural differences between Asia and the United States."

Among the publications that have resulted from this institute's work are the three-volume *Handbook of Intercultural Training*, edited by Dan Landis and Richard Brislin (Elmsford, New York: Pergammon Press, Inc.), that provides guidelines to prepare personnel in private and public organizations to work effectively in an unfamiliar culture; and *China's New Social Fabric*, edited by Godwin C. Chu and Francis L. K. Hsu (London, England; Kegan Paul International, Ltd., 1983), that contains articles exploring the forces that hold contemporary China together.

For 24 years, the East-West Center has joined people from the United States and the countries of the Asia and the Pacific. Some 1,400 people each year take part in center conferences; some 600 graduate students and research fellows receive support from the center while studying at the University of Hawaii; and through collaborative research and publications, researchers from the United States and Asia contribute to better understanding in the Pacific region. •

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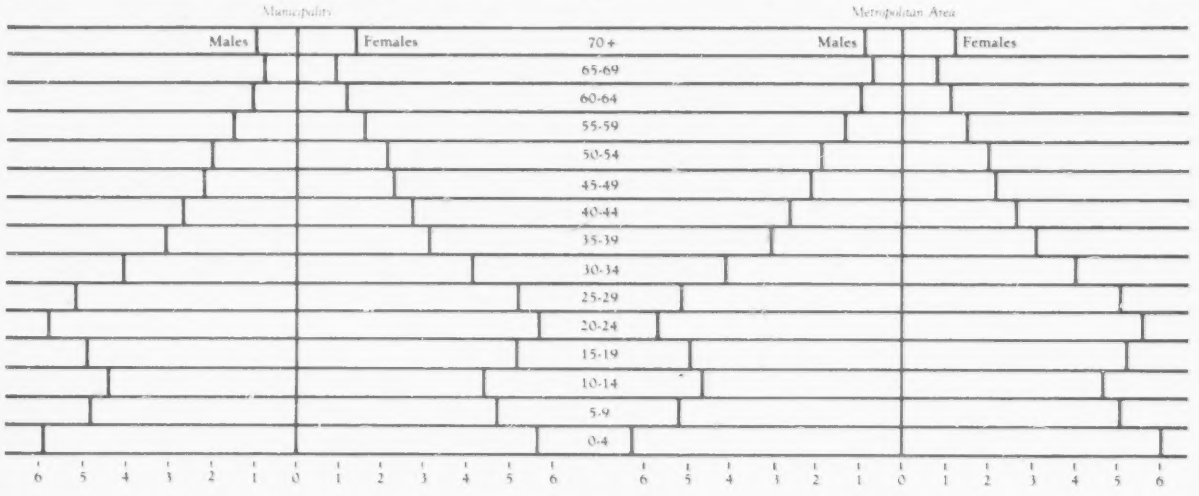
INTERNATIONAL DEMOGRAPHICS

August 1984 Vol. 3, No. 8

Sao Paulo Municipality and Metropolitan Area by Age and Sex: 1980



Profile

The Metropolitan Area of Sao Paulo, Brazil

Situated almost exactly on the Tropic of Capricorn, the City of Sao Paulo dominates a gently sloping plain, varying in altitude between 2,000 and 2,500 feet above sea level. It is separated from the coast — 40 miles to the southeast — by a steep escarpment, the Serra do Mar.

Throughout the 17th and 19th centuries, the importance of Sao Paulo was minor next to the sugar ports of Recife and Salvador (Bahia), and to Rio de Janeiro when the city became capital of the Empire. But by the latter half of the 19th century when coffee became an important export Brazil's center of gravity moved south and the City of Sao Paulo became a commercial center. The City of Sao Paulo grew to 3.8 million people in 1960, pulling ahead of Rio.

Administrative Divisions

Today, the metropolitan area of Sao Paulo, or Greater Sao Paulo, is considered the second largest urban agglomeration in Latin America after Mexico City, and the fifth largest in the world.

An estimated 9.5 million people live within the 583-square mile area of the central city. Another 5 million people live in one of the 36 other municipalities included in the metropolitan area. When this profile

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AREA PROFILE: SAO PAULO

Around the World

Which Japanese Buy What Imports

Fountain pens and whiskey have almost universal appeal for Japanese who buy foreign-made goods, according to a recent survey by Total Life Research Institute of Hakuhodo, a Japanese ad agency.

The agency surveyed 1,200 persons in three age groups: 18 to 25 years, 32 to 37 years, and 45 to 54 years. The interviews included both men and women in Tokyo, Yokohama, Osaka, and a dozen other cities.

The foreign items that were most likely to be owned by the youngest group of men were fountain pens, sportswear, sports shoes, whiskey, and lighters. Whiskey was the top item for both of the other age groups of men, but unlike the younger group's ownership of sportswear, the older groups of men were more likely to own fountain pens, neckties, watches, or lighters made outside of Japan.

Among women, perfume was the top foreign item for all age groups. The youngest group had high ownership of foreign-made cosmetics, but otherwise owned the same items as the older groups of women — handbags, accessories, and fountain pens. Rather than owning cosmetics, the older groups of women preferred whiskey in addition to the other items.

Among foreign items survey respondents said they would like to own, men of all ages were likely to mention cars, shoes, or watches. The youngest group also mentioned motorcycles and lighters, the two older groups mentioned carpets and golf clubs. Among women, the younger group mentioned watches, shoes, accessories, perfume, and dresses most frequently, while the two older groups mentioned carpets, handbags, interior goods, porcelain, glassware, and furs.

Consultations on Political Risk

Frost & Sullivan is now offering individual consultations with its political risk experts.

The Country Consultation Service integrates all of Frost & Sullivan's political risk services, including printed, on-disk or on-line monthly forecasts of political and economic risk factors for 85 countries, a monthly newletter, an annual conference and special reports, plus unlimited telephone access to consultants for each region of the world and specialists in export regulations, foreign credit, security, and international finance, and five days of project consultation time. The cost for the total service is $10,000.

More information is available from Victor Hertz, Manager, Political Risk Services Division, Frost & Sullivan, Inc. 106 Fulton St., New York, NY 10038; telephone (212) 233-1080.

British Lifestyle

A report on British lifestyle is now available from Business Trends Analysts. Prepared by Mintel Publications, Ltd., the report includes a detailed demographic profile of the United Kingdom, a breakdown of overall consumer spending, market studies in 20 different categories including books, sporting and leisure goods, spending on entertainment and dining out, insurance, education, and snack and other food products, and a section on consumer buying habits by age, sex, and geographic region.

The report may be purchased for $530 from Business Trends Analysts, 2171 Jericho Turnpike, Commack, NY 11725.

Foreign Knowledge Needs Upgrading

A Stanford University professor is advising U.S. businesses to seek out and employ people with international skills, including language skills and international economic and political knowledge.

Even if a U.S. firm hires nationals in their home setting rather than sending its American employees abroad, Robert Ward, professor of political science, says it still makes sense to hire more employees in the U.S. who are knowledgeable about foreign affairs.

There will be a better understanding of what is going on abroad, particularly in exporting products overseas and dealing with overseas customers. Individuals skilled in international relations also will provide a better reception for foreign clients who visit, he says.

New Surveys In Arab Countries

A new survey on the car buying habits of residents of Kuwait, The Gulf States, Saudi Arabia and Lebanon is available from Pan Arab Research Center, a Gallup International member. Related surveys include information on car tires, bat-

A Note From the Editor

Beginning this month, *International Demographics* includes a "Professional Services Directory" to allow businesses that work in overseas markets to advertise their services to our readers. This directory will make it easier for readers to find market research, translation, shipping, and other services when they are needed. Readers who would like to advertise in the directory should contact Michelle DeChant at (800) 828-1133 (in New York, (800) 462-8686).

INTERNATIONAL DEMOGRAPHICS

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teries, spark plugs, lubrication oils, and passenger cars.

Cars 1983/84 includes two volumes, the first on car ownership and use patterns, buying decisions, and awareness of dealers and makes and the second on advertising and media exposure of car buyers.

Information about *Cars 1983/84* and subscription services of Pan Arab Research Center are available from Sami Raffoul, general manager, Pan Arab Research Center, P.O. Box 921, Safat, Kuwait; telex no. 22901 PACC KT; telephone 2450783.

Tourism in China Contributes to Modernization

One alluring aspect of China's opening up is the prospect of travelling in a land that has for the last 30 years remained something of a mystery. Although all touring takes place through China's National Tourist Agency, the Chinese are hastening to develop facilities in line with the demands of international tourism.

Seen as a potentially important foreign exchange earner, the tourist industries are undergoing a major shake-up. A program is well underway to update existing hotels and provide new ones that meet international standards as well as to improve the infrastructure of tourism—restaurants, transport, airlines, and guides.

The vast majority of China's overseas tourists come not from the West, but from Hong Kong. Of the more than 7.5 million visitors to China in 1982, only about 675,000 or just over 8.5 percent were non-Chinese. Of the 4.4 million visitors China received in the first half of 1983, about 4 million were from Hong Kong.

Income from China's 1982 visitors was 1.57 billion Yuan — the equivalent of about $785 million by today's exchange rates, and an increase of 14 percent over 1981. These earnings may be more illusory than real because the influx of foreign tourists continues to demand the provision of more lavish facilities. But, as facilities improve, overseas Chinese are being encouraged to visit the mainland.

Although at present most Chinese only venture to other cities to visit relatives or for work, it is also likely that increased mobility within China will allow local residents wider scope for travel.

So far the problem has not been how to attract visitors to China, but rather how to accommodate the tourists and their demands. The lack of enough international class hotels has led to the hotel construction boom in China. One example is Beijing's $75 million Great Wall Hotel, on the outskirts of the capital. Designed by the U.S. architect, I. M. Pei, it was financed and will be jointly managed by China International Travel Service and E. S. Pacific Development and Construction Company, a U.S. firm. By using this type of project financing method, China has managed foreign investment effectively and has forged closer business links with the West.

Tourism has provided numerous spin-offs, many of which have created jobs and introduced new technology. The development of China's international and domestic airlines is an obvious case, but Chinese boat yards are also being kept busy. The Yangzi, launched recently in Wuhan, is the fourth luxury cruiser to be built since 1980. Intended for tours along the Wuhan Chongqing section of the Yangtze River, it can carry up to 150 passengers.

To supplement the limited number of English-speaking tour guides, China has decided to turn the Beijing Second Foreign Language Institute into a college to train more interpreters and management personnel for the anticipated growth in tourist traffic.

Tourist trips tend to focus on ancient monuments, museums, places of historical and cultural importance, and scenic spectaculars such as the gorges of the Yangtze. The city of Xian, seat of the ancient T'ang dynasty, is fast growing into an important tourist attraction. With 400,000 tourists expected by 1985, hotels, restaurants, and other amenities are now under construction. Included is the 220 room international grade Golden Flower Hotel. A new tourist route which will link more than 40 scenic and historical sites is to be built in northern Sichuan Province. The Jianmen-Shudao Scenic Area will wind 480 miles from Oipan Pass in Guangyuan County to the Ba'en Temple in Pingwu County.

The development of Hainan Island, sometimes described as South China's Treasure Island, which hopes to attract Hong Kong residents to its tropical beaches in the winter, offers something different in the way of tropical holidays. And in Shenzen, SEZ Club Mediterranee has leased a 28-hectare site to build a Western style luxury resort. In the same region, Goodyear investors, along with the Shenzen Tourism Bureau, are to build a boating resort.

As the tourist business gathers momentum, China is becoming aware of some of its perils. The lifestyle enjoyed by visitors is in sharp contrast to that of the local community. The segregation of overseas visitors and the special privileges accorded to tourists, such as access to Friendship stores, from which Chinese are excluded, has raised some local resentment. Even so, these problems are not likely to create insuperable barriers or lasting damage to the national ethos.

—Iraj Ispahani
South/Third World Media Syndication Service.

Sao Paulo / *Continued from p. 1*

uses the term "metropolitan area" or Greater Sao Paulo, it refers to the agglomeration that includes all 37 municipalities. When "central city" is used, it refers to the municipalities of Sao Paulo and Osasco. The "City" of Sao Paulo refers only to the municipality of Sao Paulo.

The metropolitan area contains 3,110 square miles in total and is still the smallest of the 11 administrative regions that make up the State of Sao Paulo. The state had 25 million residents according to the 1980 census count.

Recent data prepared by the Statistical Division of the State Planning Agency (SEADE) project an increase of the metropolitan area to 15.1 million people by 1985, 17.5 million people by 1990, and 19.5 million by 1995. Apart from Sao Paulo proper, the so-called ABC cities — Santo Andre, Sao Bernardo do Campo, and Sao Caetano do Sul — are included in Greater Sao Paulo. Other important urban centers in the agglomeration are Guarulhos, Osasco, Diadema, Maua, Mogi das Cruzes, and Carapicuiba. The population of each of the cities is listed.

The agglomeration's contribution to the national economy is impressive. With 10.6 percent of the Brazilian population, Greater Sao Paulo accounts for 22.8 percent of the national income and about one-third of the industrial labor force. The value-added tax (ICM) collected on articles produced or traded in the area is more than what is collected in the entire Northeast, North, and Central West regions where 40 percent of the population lives.

Although the number of cars (171 per 1,000 people in 1980) and telephones (186 per 1,000 people including non-residential connections) is not the highest in Brazil, Greater Sao Paulo holds more than 20 percent of all the country's registered motor vehicles and about half its telephones.

If the State of Sao Paulo were a country, it would have the second largest economy of South America, preceded only by Brazil.

Diversity

Brazilian economists and sociologists who study the urban evolution of Greater Sao Paulo generally emphasize the disparate and contradictory way in which population is agglomerated and wealth created in this area which is only about two-thirds the size of Connecticut.

Heterogeneity is the key. The population, urban infrastructure, and economic activities are unevenly spread among the 37 municipalities.

In 1980, 14 municipalities were considered 100 percent urban. Among them were Diadema, Embu, Osasco, Santo Andre, and Sao Caetano. On the other hand, five municipalities were considered more than 40 percent rural. They were Biritiba-Mirim, Guararema, Pirapora do Bom Jesus, Salesopolis, and Santana de Parnaiba. Population densities varied from a low of 57 people per square mile in Juquitiba and 67 in Salesopolis to a high of 24,666 people per square mile in Diadema.

Next to the relative prosperity of municipalities like Sao Paulo, Barueri, Cotia, Guarulhos, Mogi das

Municipalities of the Metropolitan Area of Sao Paulo

Cruzes, and the ABC-cities, home of much of Brazil's automobile and other heavy metal industry, there are commuter towns such as Carapicuiba, Embu, Ferraz de Vasconcelos, and Itaquaquecetuba with little commerce and industry. These are called "ciudades dormitorios" (dormitory towns) or "suburbios." Unlike their U.S. counterparts, they are the home of the working class, depending on a precarious system of buses and suburban trains for transportation to the central city factories and businesses. Typically, the dormitory towns have the poorest infrastructure and the highest incidence of infant mortality and other social problems.

The same pattern repeats itself in the central city of Sao Paulo. The upper and middle class live mostly close to the center of the city in neighborhoods with a satisfactory infrastructure. The neighborhoods, which contain about 10 percent of the municipal population, include Aclimacao, Barra Funda, Bela Vista, Cambuci, Cerqueira, Cesar, Consolacao, Jardins, Perdizes, Santa Cecilia, Vila Madalena, and Vila Mariana.

In this area, which lies within a four-mile radius of the city's center, are most of the city's 34 theaters, 132 cinemas, and other attractions. Slightly further away, but also predominantly middle class, are Pinheiros, Lapa, and Indianopolis. On the other hand, some of the most miserable living conditions are found in the peripheral districts in the extreme south (Capela de Socorro, Parelheirox), east (Itaquera, Ermelino Matarazzo, Sao Miguel Paulista, Guaianazes), and northwest (Pirituba, Jaragua, Perus). These areas contain about 25 percent of the population. The infant mortality rates are in most cases twice the municipal average of 48 per 1,000 live births in 1982.

Apart from a wealthy fraction of 1 percent in the city's business center, the majority of the population lives somewhere between these two extremes, both in terms of geography and in living conditions.

Santo Amaro, Sao Paulo's largest district, is a good example. It contains 9.3 percent of the municipal population and is partly middle class. But it also has a deficient infrastructure and high infant mortality rate. Only 35 percent of the residences are connected to the general sewer system and there were 90 infant deaths for every 1,000 live births in 1981.

Population Growth

Greater Sao Paulo's population grew an average of 4.5 percent a year during the 1970s, down slightly from a peak of 5.9 percent a year in the 1950s.

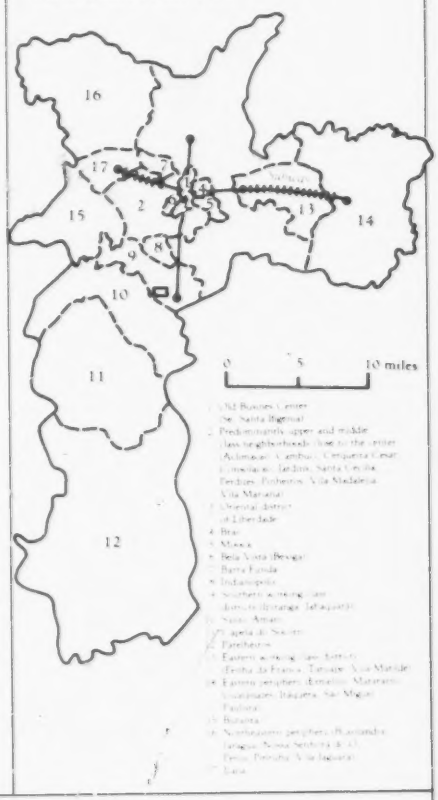
The central city has a current growth rate of about 3.7 percent a year, with the increase concentrated mainly in the southern and eastern districts that are removed from the city center and where land prices are still relatively low.

Land speculation is common. It is estimated that about 42 percent of the urban area of the municipality of Sao Paulo deliberately is kept undeveloped in order to push up land prices. According to some, this is one reason why its population density (now about 16,500 people per square mile) is so much lower than that of cities like Paris or London.

There are already signs of physical saturation. One is that the municipality is expanding at a slower rate than the metropolitan area as a whole, a trend that started in 1940. As a consequence, the proportion of inhabitants of Greater Sao Paulo who live in the central municipalities (Sao Paulo and Osasco) has gradually decreased from 85 percent in 1940 to 71 percent in 1980.

In some of the fastest growing municipalities (Embu, Itapevi, Jandira), the increase of population does not seem to be based on new economic opportunities. It merely expresses the expulsion of the low-income

Principal Districts and Subdistricts of the Municipality of Sao Paulo



Population of the Municipality and the Metropolitan Area of Sao Paulo by Age and Sex: 1980

	Municipality			Metropolitan Area		
Age	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*
All Ages	8,493,226	4,150,555	4,342,671	12,588,725	6,222,928	6,365,797
0-4	983,615	498,605	485,010	1,545,173	783,913	761,260
5-9	809,941	408,303	401,638	1,284,354	648,165	636,189
10-14	750,167	373,172	376,995	1,175,943	587,086	588,857
15-19	854,973	412,366	442,607	1,284,327	624,702	659,625
20-24	976,152	485,806	490,346	1,423,877	713,087	710,790
25-29	878,559	434,382	444,177	1,285,747	643,155	642,592
30-34	694,286	341,729	352,557	1,021,363	511,022	510,341
35-39	530,347	259,148	271,199	778,267	387,827	390,440
40-44	465,035	227,330	237,705	671,358	335,017	336,341
45-49	387,825	186,326	201,499	545,712	266,895	278,817
50-54	355,438	168,196	187,242	488,576	235,134	253,442
55-59	262,884	123,202	139,682	358,663	170,678	187,985
60-64	192,478	86,300	106,178	261,313	119,371	141,942
65-69	146,004	63,924	82,080	195,412	87,300	108,112
70+	200,335	79,110	121,225	260,339	105,226	155,113
Age Unknown	5,187	2,656	2,531	8,301	4,350	3,951

Source: Fundação IBGE. Censo Demográfico de 1980.

population from areas of rising rents and land prices toward the peripheral municipalities where it is easier to buy or occupy some land for construction of a shack or even a small home.

A similar process of decentralization is also occurring in the State of Sao Paulo, but there the underlying cause is clearly company decisions to seek more desirable locations.

During the 1970s, cities such as Campinas, Jundiai, Sorocaba, Cubatao, and Sao Jose dos Campos, all within a 65-mile radius of Sao Paulo, have grown at least as fast as the metropolitan area, attracting many new economic activities. Campinas and Sao Jose dos Campos have become the preferred locations of several firms including Alpargatas, Bosch, Clark, Ericsson, General Motors, Johnson & Johnson, Kodak, Monsanto, Mercedes Benz, National, Philips, Rhodia, Petrobras — the Brazilian government-operated oil company, and the Embraer airplane factories.

Households, Fertility, Mortality

Mortality plays a minor role in the population trends of Sao Paulo. Fertility is now slowly becoming the dominant factor in its natural increase.

Life expectancy at birth for the metropolitan area was 67 years in 1980. Infant mortality, which had registered a worrisome increase from 61 per 1,000 live births in 1961 to 95 in 1973, has resumed its downward trend since then mainly because of expanded vaccination schemes, extension of public water supplies, food supplements for pregnant women and children, and an increase in the number of neighborhood health clinics.

The preliminary estimate for 1983 is 42 infant deaths per 1,000 live births, implying that, for the first time since 1967, the infant mortality rate of Greater Sao Paulo has once again fallen below that of the state.

Sao Paulo displays characteristics of both developed and underdeveloped areas in its causes of death. The three most common causes of adult mortality are similar to those of the United States — heart diseases, cancer, cerebrovascular diseases. The frequency of deaths from pneumonia, and from diarrhea, especially among young children, is more characteristic of a developing country. A sign of the increasing violence in the city is the rise of murder as a cause of death. It is now the seventh most common cause of adult death, and is first among men between the ages of 15 and 29, accounting for 31 percent of all deaths in 1980.

Fertility and family size are declining in both Brazil and Sao Paulo. The average family size in 1980 was 3.9 people for the metropolitan area and 3.8 people for the City of Sao Paulo, down from 4.3 and 4.1 respectively in 1970. Nuclear families are about 82 percent of the total; extended families form another 15 percent, and 3 percent are considered "composed," i.e., made up of individuals, some of whom are not related by family ties.

Because the extended and composed families are, on average, larger than nuclear families, they represent more individuals. About 31 percent of the population lives in composed families.

The nuclear pattern is typical of the more industrial regions of Brazil, but different from the Northeast where only 72 percent of families are nuclear. Most households (84 percent of 2.9 million in 1981) are headed by men, but the proportion of households headed by women has increased by 2 to 3 percent since 1976.

The average number of children a woman will bear is 3.3 in the metropolitan area and 3 in the city, low compared with the Brazilian national average of 4.2 children.

According to a 1978 survey, 60 percent of the women use some form of birth control. The most common methods are the pill (27 percent) and sterilization (15 percent).

Despite declining fertility, the birth rate of the metropolitan area has increased from 26 in 1970 to 30 in 1980 because of the changes in the age structure that are associated with migration.

The median age of the residents of Sao Paulo is older than in Brazil as a whole. The median age in Brazil is 20.8 years. In the municipality of Sao Paulo, it is 24.3, and in the metropolitan area, it is 23.5 years.

Greater Sao Paulo has fewer people in the retirement ages, however, than Brazil as a whole. In Brazil, 4.4 percent of the population is retirement age. In Greater Sao Paulo, 3.7 percent of the people are of retirement age, compared with 11 percent of the U.S. population.

Migration

Since the end of the 19th century, the driving force behind population growth in Sao Paulo has been migration. Early in the century, migrants came from outside Brazil, but since the 1930s, migration has been almost exclusively internal.

During the 1940s, migration was the direct cause of about 70 percent of the growth. By the 1970s, migrants accounted for only about half the growth of the metropolitan area. Of the 5.6 million Brazilians who moved during the 1970s, 2.3 million had Greater Sao Paulo as their destination. By 1980, these new residents were 27 percent of the population.

In eight municipalities, half the residents had lived there fewer than 10 years. They were Embu, Francisco Morato, Jandira, Carapicuiba, Diadema, Santano do Parnaiba, Rio Grande da Serra, and Itaquaquecetuba. Not surprisingly, all these, with the exception of Santana do Parnaiba, grew more than 9 percent annually during the 1970s.

Within the city center, some neighborhoods are as much as 30 percent migrant. This is true of the old business center and the subdistricts of Bela Vista, Cerquira Cesar, Consolacao, Liberdade, and Santa Cecilia. Although the latter are predominately middle class neighborhoods, they are interspersed with "corticos," old dilapidated residential homes rented on a one family-per-room basis. Unlike the case of Rio de Janeiro, where recent migrants usually end up in the "favelas," or shantytowns, the first stop of new arrivals in the Sao Paulo area tends to be in these corticos of the central districts.

On the whole, about 43 percent of migrants to the metropolitan area are from the Northeast. Many are men trying out their luck in the developed South while their families remain in the Northeast. The labor force employed in the construction

of public works such as the subway in the City of Sao Paulo typically is composed of about 60 percent unskilled migrants from the Northeast.

Ethnicity, Race, Religion

Although international migration is no longer a major component of the area's population growth, it has left its imprint on the ethnic and cultural mix of the State and the City of Sao Paulo, which have an estimated 150 foreign communities.

According to the 1980 census, the overwhelming majority — 96 percent — of the population of Greater Sao Paulo was born in Brazil. The largest number of foreign nationals are Portuguese who have a special legal status in Brazil that makes their immigration easier. Other groups of some size are the Japanese, Italians, Spaniards, and Germans. There are about 3,600 U.S. citizens living in Greater Sao Paulo.

The nearly 1 million Italians who entered Brazil between 1880 and 1940 decisively influenced the atmosphere of neighborhoods such as Bela Vista and Bras. The Japanese (about 175,000 in the same period) influenced the Liberdade district. Together with others in the State of Sao Paulo, the Japanese form the largest Japanese community outside Japan. Persons of Asian origin were 2.6 percent of the population of Greater Sao Paulo in 1980.

The overwhelming majority of the Sao Paulo population is Roman Catholic. Even so, more than 200,000 people claimed Eastern religions on the 1980 census. Not all were of Japanese descent. One interesting aspect of Brazilian culture is that religious and cultural practices frequently transcend ethnic boundaries.

This is especially true of African spiritualist beliefs which were brought to Brazil by the slaves. There were about 150,000 registered followers in the 1980 census of Sao Paulo, many of whom are white and middle class. In recent years, the most important religious trend has been the growing importance of several Protestant creeds, most notably Pentecostalism, which is especially prevalent in Sao Paulo. In 1980, there were 1.8 million Protestants in the State.

Despite some cultural diversity, on the whole Brazilian society is culturally and linguistically homogeneous and ethnic or religious conflicts are unusual. Ethnic segregation exists to some extent in the case of the black population, but it is based more on class than skin color. Blacks are 4.7 percent of the population. People of mixed descent are 21.4 percent of the population of the metropolitan area. The proportions were lower in typical middle and upper class neighborhoods such as Jardins, which was 3 percent black and 7.2 percent mixed; or Perdizes, 2.4 percent black and 6.4 percent mixed.

Even in these neighborhoods, however, many of the latter are probably domestic servants living with their employers, a phenomenon especially common in the district of Jardins, which has the highest proportion of resident servants in Sao Paulo.

The distinction between rich and poor dominates social class regardless of color. In this sense, the poor migrant from the Northeast, usually white or of mixed descent, is likely to be at least as marginal in urban Sao Paulo as a black native.

Housing

A substantial portion of the Brazilian population cannot afford formal housing. Although apartment rents and real estate prices in Sao Paulo are low compared with large North American cities, they are beyond the buying power of many working class families.

Median rents in modest working and lower-middle class districts such as Bras and Tatupe are about $93 and $55 per month, respectively. Minimum wage per month is about

Municipalities of Greater Sao Paulo, with their Populations, Population Densities, Annual Growth Rates, Infant Mortality Rates, and Median Incomes: 1980

Municipality	Population in 1980	Population Density in 1980	Annual Rate of Population Growth 70-80	1982 Infant Mortality Rate	Median Income of All Income Earners
Arujá	17,484	352 sq. mi.	6.29	72.1	1.73 mw
Barueri	75,136	3,047	7.1	53	1.88
Biritiba-Mirim	13,572	91	4.0	84	1.43
Caieiras	25,152	614	4.4	67	2.07
Caiuá	21,441	424	7.8	41	1.85
Carapicuíba	185,618	20,911	13.0	82	1.35
Cotia	62,252	467	7.4	45	2.00
Diadema	228,968	24,666	11.2	47	1.97
Embu	98,500	6,261	10.1	65	1.87
Embu-Guaçu	21,044	272	7.4	66	1.84
Ferraz de Vasconcelos	66,058	6,479	8.2	123	1.78
Francisco Morato	28,537	2,548	4.8	76	1.68
Franco da Rocha	50,803	844	8.4	57	2.14
Guararema	15,103	166	5.8	43	1.35
Guarulhos	532,729	4,744	8.3	48	2.08
Ingaiteira da Serra	10,476	458	3.1	85	2.37
Itapevi	33,441	1,612	6.8	100	1.77
Itapecerica da Serra	73,064	1,819	4.6	92	1.71
Itaquaquecetuba	96,843	5,532	11.2	72	1.88
Jandira	12,492	537	5.6	73	1.29
Mairiporã	17,541	230	4.5	96	1.56
Mauá	293,240	16,629	7.3	64	2.16
Mogi das Cruzes	197,446	664	3.6	67	1.94
Osasco	474,543	18,316	5.3	74	2.26
Pirapora do Bom Jesus	4,804	164	2.6	93	1.40
Poá	52,785	9,761	5.0	94	1.79
Ribeirão Pires	56,552	1,331	6.9	55	2.20
Rio Grande da Serra	20,095	1,658	9.1	61	1.70
Salesópolis	10,683	67	1.1	38	1.71
Santa Isabel	29,417	204	5.4	67	1.83
Santana de Parnaíba	10,681	154	6.5	96	1.74
Santo André	553,072	9,005	5.8	42	2.66
São Bernardo do Campo	452,602	3,454	7.8	54	3.34
São Caetano do Sul	149,082	17,592	0.8	24	2.87
São Paulo	8,493,226	14,527	3.7	48	2.48
Suzano	101,056	3,422	6.2	61	1.85
Taboão da Serra	97,655	10,992	9.1	58	1.95

Note: Income = 1 minimum wage = roughly 70 dollars/month

Source: Fundação IBGE: Censo Demográfico de 1970 e 1980
Fundação SEADE: Anuário Estatístico de São Paulo, 1983
Fundação SEADE: Sistema de Informações Municipais (SIM)

Economic Activity of the Employed, by Sex: Greater Sao Paulo, 1980

Type of Activity	*Males*	*Females*	*Total*
Agriculture, Forestry and Fishing	35,187	6,231	41,418
Manufacturing Industries	1,471,450	519,513	1,990,963
Building and Construction	360,802	11,371	372,173
Other Industrial Activities	53,000	8,966	61,966
Commerce	435,963	179,903	615,866
Transport and Communication	244,978	26,164	271,142
Services	531,070	573,548	1,104,618
Social Services	120,522	255,851	376,373
Public Administration and Defense	124,099	48,317	172,416
Other Activities	190,413	107,205	297,618
Total	3,567,484	1,737,069	5,304,553

Source: Fundacao IBGE, Censo Demografico de 1980.

$50 and income statistics are couched in terms of the minimum wage. Such housing is inaccessible to about 13 percent of the city's families — those whose incomes are less than 2 minimum wages.

Similarly, land prices make it increasingly difficult for working class families to build or buy their own homes. The National Housing Bank, established to integrate this segment into the housing market, has not managed to do so. The present financial crisis will probably make homeownership even more inaccessible to this segment.

The 1980 census counted 3 million dwellings in the metropolitan area. Over 99 percent were considered permanent, to distinguish them from improvised accommodations such as cardboard boxes. Rented homes were most common in the larger industrial cities such as Sao Caetano, Sao Paulo, Diadema, and Osasco. Homeownership averaged 53 percent, varying from 35 percent in Guararema to 66 percent in Francisco Morato and 65 percent in Carapicuiba.

These numbers must be interpreted with caution. Homeownership is not necessarily a sign of wealth. In the City of Sao Paulo, for example, with about 2 million permanent housing units, the percentage of owner-occupied homes is low in the old working class districts such as Bela Vista, Bras, Consolacao and Liberdade. It is high in the most prosperous neighborhoods, like Jardins, Lapa, and Perdizes, but also in the most depressed districts of the periphery, such as Butanta, Capela do Socorro, Perus, and Itaquera. The latter have such makeshift housing, and even though the owners may have built their homes with their own hands, they frequently do not have a title to the land on which they live. As soon as the area comes under development and land prices begin to rise, they may have to move elsewhere to occupy a new piece of land, even farther away from the center.

Despite improvements in the urban infrastructure in the past 25 years, 48 percent of the housing units in the Greater Sao Paulo area are still considered substandard.

The number of homes served by running water increased from 52 percent in 1960 to 88 percent in the metropolitan area and 92 percent inside the municipality in 1980. In 1980, the sewer system reached 53 percent of the homes in the metropolitan area and 58 percent of those in the municipality. In the periphery, however, these services still leave much to be desired. Running water is available in 99 percent of all homes in the districts of Aclimacao, Jardins, and Perdizes, but in only 30 percent of the homes of the Capela do Socorro district. And while 99 percent of the residences in Aclimacao are connected to the general sewer system, only one-third of the homes in Capela do Socorro are connected.

Between 4 and 10 percent of the population continues to live in the "favelas," or slums, a problem that shows no sign of abatement. The percentage of people living in the slums increased during the 1970s and the average number of people per slum dwelling increased from 4.9 in 1973 to 5.5 in 1980. The average income of slum families increased from 1.2 minimum wages in 1973 to 2.2 minimum wages in 1980. According to Brazilian housing specialists, the slum is increasingly the only housing option for a substantial portion of the urban population.

Education

Sao Paulo trains and attracts a large number of professionals. It is estimated, for instance, that in 1974 more than a quarter of Brazil's doctors could be found in the Greater Sao Paulo area. The City of Sao Paulo has four universities, two private and two public, with a 1981 staff of 9,185 and enrollment of 61,346.

The 1980 census counted 403,520 people with higher education in the metropolitan area, 4 percent of the population over age 10. Of these, 13,200, or 3 percent, had advanced degrees. Twenty-two percent of the university-educated population of Brazil lives in the Sao Paulo area.

Of the population over age 10, 26 percent of people in Sao Paulo have completed one of the two stages of secondary education. The national average is 17 percent.

Sixty-six percent of the Sao Paulo population has completed elementary education, whereas only 47 percent of the national populace has done so.

The average number of years of schooling among the inhabitants of Greater Sao Paulo over age 5 was 4.7 compared to the national average of 3.4. Nevertheless, the literacy rate of the metropolitan area (84 percent) is not among the highest of Brazil. While higher than the national figure of 74 percent, it is lower than that of some states in the South such as Rio Grande do Sul and Santa Catarina, which traditionally have more literate populations, even in the rural areas. One reason is the large number of migrants from the less developed Northeast who have moved to Sao Paulo. Within the metropolitan area, the municipality with the highest literacy rate is Sao Caetano do Sul at 90 percent.

Middle class parents tend to send their children to private schools. The student/teacher ratio in the metropolitan area of Sao Paulo is 35 for the first four grades of the municipal schools, and 34 for the state schools, but only 25 for the private

schools. At the secondary level, where private schools account for as much as 40 percent of all enrollments, there are 14 students per teacher in municipal schools, 17 in state schools, and 13 in private schools.

Transport

Middle class people prefer private cars while the working population depends on buses, suburban trains, and the subway to get to and from work. This is all the more true since the poorest segments of the population typically live furthest away from the city center and often spend several hours each day on crowded buses and trains.

Buses are the most important means of public transit within the City of Sao Paulo, with about 1.3 million passengers transported on 600 lines each day. Next is the subway, which carries just under a million passengers, and then suburban trains, which transport 380,000 people a day. About 34,000 taxis circulate in the city. About a third of the fleet runs on alcohol.

The Metropolitan Airport of Congonhas moved 5.5 million domestic

Possession of Consumer Durables for Households in Permanent Dwellings in the Metropolitan Area and Selected Districts of the City of Sao Paulo.

Area or Municipality	Households	Percentage of Households in the Possession of: Electricity	Radio	Refrigerator	TV B&W	TV Color	Private Car	Telephone
Sao Paulo	2,062,196	98%	89%	83%	49%	41%	37%	28%
Osasco	108,797	97	83	75	61	25	29	10
Northwest	64,552	96	81	63	65	14	18	4
West	32,625	95	82	59	63	14	19	10
Southwest	63,028	93	82	59	64	12	18	8
ABC	273,885	97	89	86	42	45	44	30
Diadema	52,364	97	81	63	66	16	19	7
Rest Southeast	62,769	96	84	69	64	21	23	10
Mogi das Cruzes	44,115	94	85	68	56	29	32	17
Poa & Suzano	33,334	94	84	64	59	21	22	13
Rest East	35,254	89	81	54	61	11	15	8
Guarulhos	119,785	96	84	72	60	25	30	9
Aruja & S Izabel	10,371	84	83	49	55	14	24	10
North	28,250	90	84	62	62	17	22	10
(Sub) district								
Aclimacao	15,906	99	94	94	27	69	58	63
Barra Funda	8,713	99	91	90	37	56	40	51
Bela Vista	25,493	99	93	93	34	59	43	59
Bras	12,393	99	88	80	43	46	29	37
Brasilandia	38,897	98	83	68	68	15	18	5
Butanta	73,591	96	87	80	46	41	42	33
Cambuci	13,870	98	94	93	31	65	51	53
Capela do Soc	103,705	96	83	67	64	17	21	7
Cerqueira Cesar	19,709	99	95	96	19	75	66	81
Consolacao	25,008	99	92	94	31	63	46	68
Indianopolis	21,802	99	97	97	18	80	77	73
Ipir. & Jabaquara	108,555	98	90	85	47	44	39	25
Jaquara	17,436	98	90	89	50	42	42	21
Jardins	46,849	99	96	97	17	80	75	82
Lapa	34,597	98	94	95	29	67	58	54
Liberdade	21,610	98	90	88	41	50	32	44
Mooca	8,858	100	92	88	34	60	44	45
Nsa Sra do O	41,511	98	88	84	59	32	34	14
Old Center	14,956	99	90	89	44	49	25	48
Penha	36,431	99	93	92	47	49	39	25
Perdizes	34,886	99	96	96	22	75	68	72
Pinheiros	12,309	99	95	97	23	73	65	73
Pirituba	28,092	99	89	86	58	34	36	14
Sta. Cecilia	26,210	100	93	94	25	67	48	69
Sto. Amaro	177,873	97	85	71	58	26	29	16
Tatuape	69,832	99	93	91	42	53	46	29

Source: Fundacao IBGE, Censo Demografico de 1980

and 895,000 international passengers in 1982 on 131,000 flights. Because of undercapacity and poor weather conditions, Sao Paulo also makes use of the Viracopos Airport near Campinas, 60 miles to the northeast. Its distant location means that it moves only about 400,000 passengers, but it is important for cargo and mail. A new Metropolitan Airport is under construction in the municipality of Guarulhos.

Labor Force and Income

Sao Paulo accounts for 18 percent of Brazil's entire manufacturing production. Manufacturing accounts for about three-quarters of the city's total industry. Nearly 38 percent of the economically active population of Greater Sao Paulo works in manufacturing. The service sector accounts for nearly 54 percent of employment for the economically active.

Considering just the central city, about 41 percent are employed in industry, and 58 percent in services. Several municipalities have more than 50 percent of their economically active population in manufacturing: Caieiras, Cajamar, Diadema, Maua, Santo Andre, Sao Bernardo, and Sao Caetano; whereas Pirpora do Bom Jesus and Salesopolis have the lowest shares. Because of the historical strength of heavy industry, the ABC cities are the home of Brazil's strongest labor unions — those of the metal workers.

Women are one-third of the metropolitan labor force, somewhat more than the national figure of 27 percent. While female labor force participation rose an estimated 11 percentage points between 1973 and 1977, only part of this increase is explained by expanded career opportunities for women.

It is not unusual to see women in professional positions, but the majority of women are employed as domestic servants. In Brazil, the number of resident domestic servants per 1,000 families is probably the most sensitive indicator of upper and middle class status. In the municipality of Sao Paulo, the 10 highest-scoring neighborhoods on this unconventional index are Jardins (317), Cerqueira Cesar (308), Indianopolis (223), Pinheiros (196), Consolacao and Ibirapuera (185), Vila Mariana (180), Vila Madalena (176), Perdizes (168) and Santa Cecilia (152).

The per capita income of Greater Sao Paulo is growing more slowly than that of Brazil as a whole — 41 percent during the 1970s compared to 70 percent in Brazil as a whole. Nevertheless, incomes in the area are comparatively high. In 1980, 21 percent of all income earners in the area had incomes over 5 minimum wages (1 minimum wage equals about $50 per month), compared to 12 percent of all Brazilian income earners.

The largest difference exists in relation to those receiving less than the legal minimum. Because of the more regulated character of Sao Paulo's economy, this segment accounts for only 14 percent of all earners, but in the Brazilian economy as a whole, it represents exactly one-third.

The median income is 2.32 minimum wages in the metropolitan area as a whole, but this, of course, varies considerably among the neighborhoods of the city.

Median incomes exceed 4 minimum wages in middle class districts like Aclimacao, Barra Funda, Cerqueira Cesar, Consolacao, Indianopolis, Jardins, Paa, Perdizes, Pinheiros, and Santa Cecilia, as well as in the central business district; whereas the peripheral district of Brasilandia has 1.82 minimum wages as its median.

According to labor union statistics, the real value of the minimum wage was reduced by more than 50 percent between 1959 and 1973, a claim partially supported by official sources. Between 1973 and 1982, the situation improved somewhat, but with the arrival of the economic crisis in 1981-82, wages in general have dropped sharply.

According to a recent U.S. Department of Labor study, the wage in Brazilian industry fell from an average of $2.47 per hour in 1981 to $1.68 in 1983.

Another study by Price Waterhouse consultants confirms that between February 1979 and February 1984, salaries of executives in the Rio de Janeiro-Sao Paulo area deteriorated 5 to 10 percent depending on the job level.

At present, the impact of the economic crisis is especially strong in more recently industrialized areas such as Sao Paulo which is simultaneously plagued by import restrictions on prime materials and vital technology, skyrocketing interest rates, and more than 200 percent inflation per year. Employment in the metropolitan area reached its peak in 1980, having increased 60 percent over the 1970 figure, but in 1982 it had already fallen by nearly 13 percent compared to 1980, a trend which continued in 1983.

Consumption

It is estimated that families earning up to 3 minimum wages, about a quarter of those in the metropolitan area, spend 48 percent of their income on food.

The slight improvement in the minimum wage between 1973 and 1982 has probably made little difference in the budgets of these families because the prices of basic items such as food and transport have increased more rapidly than the general consumer price index.

Nevertheless, the widespread possession of consumer durables such as radios, color televisions, and refrigerators indicates that a substantial number of these items must have been bought by consumers with relatively modest incomes.

In the metropolitan area as a whole, the 1980 census confirmed that 88 percent of the households had a radio, 79 percent had a refrigerator, 37 percent a color TV, and 35 percent a car. While the private car is a widespread amenity, especially among the middle class, it is rarely used for long distance travel because gas prices are prohibitive.

The rarest item is the telephone, found in only 24 percent of households. It is not only fairly expensive ($400 to $750 for installation), but also available only on a limited basis due to physical restrictions of the infrastructure.

Sources of Information

Most statistical material on the metropolitan area of Sao Paulo is in Portuguese. Those interested in obtaining more detailed information can write to the Statistical Division of the State Planning Agency (SEADE),

Avenida Casper Libero 464, 01033 Sao Paulo SP, Brazil, or to the author (11th floor, same address).

Among the SEADE's publications are a detailed statistical yearbook of the State of Sao Paulo (ISSN 0100-8730) and a series of regional demographic analyses of the administrative regions. The one on Greater Sao Paulo by Ana Maria Goldani Altmann, from which much of the data in this article was drawn, will be published later this year. Furthermore, SEADE publishes two monthly leaflets, usually in Portuguese, but occasionally in English, with current developments of the principal demographic and economic indicators. A summary of the most relevant statistics on the metropolitan area was published in 1980, by the Metropolitan Planning Company of Greater Sao Paulo (EMPLASA) and can be obtained by writing to the author at SEADE.

The Fundacao IBGE, the Brazilian census bureau, located at the Avenida Franklin Roosevelt 166, Rio de Janeiro, publishes most statistical material on Brazil, some of which is relevant to the metropolitan area of Sao Paulo. Much of this material is available at the U.S. Bureau of the Census. Contact the U.S. Census Bureau specialist on Brazil, Linda Peterson, (301) 763-4086.

Further references to materials available within the United States are found in the profile on Brazil published in May 1982 in *International Demographics* (Vol. 1 No. 2).

Ralph Hakkert

The author wishes to acknowledge the assistance of and offer thanks to Carlos Tsuyki Gondo who helped prepare several of the tables and assorted statistics that appear in this article.

Publications

Women in the Cities of Asia: Migration and Urban Adaptation, edited by James T. Fawcett, Siew-Ean Khoo, and Peter C. Smith, 1984, Boulder: Westview Press, 406 pp., $22.00. Order from Westview Press, 5500 Central Avenue, Boulder, CO 80301.

Education is an important factor in the increased migration of women in Asia from farms to the cities. Better educated women are the ones most likely to move to the cities and educational facilities are also more likely to be available in the cities. But what is meant by "better education" in this case is not the same as in the Western world. Rather than a college education, it more likely means that women who have a primary school education are the ones who move to the cities.

Another reason for the migration trend is that the jobs in light labor-intensive industry such as microelectronics production and textiles are appropriate for these young, more literate women. Many young, single women are also employed as service workers or domestics and prostitution is a common form of work for single women in some of these countries.

In a concluding chapter the editors write, "The woman's financial contribution to her family's resources and the link she can provide in the city for new arrivals from the village enhance her status within the family. For many young Asian women, earnings from jobs in the city bring new and greater personal freedom from parental control in their consumption and marriage patterns. It is for reasons such as these that the young female migrants, despite their limited options for employment in the cities, continue to move there to work in low-status jobs in the informal service and manufacturing sectors."

Researchers who are trying to understand the effect on the marketplace of the changing roles of women in Asian countries will find that this collection of essays offers some interesting insights.

From Bonsai to Levis (When West Meets East: An Insider's Surprising Account of How the Japanese Live), by George Fields, 1984, New York: Macmillan Publishing Company, 224 pp., $14.95.

This book was originally written in Japanese and after it became a best-seller in Japan it was translated into English. It looks beyond Eastern business and management techniques to examine how the Japanese culture influences contemporary day-to-day life.

The author, George Fields, has for 20 years run one of Japan's largest consumer research companies, ASI Market Research, whose clients include such multinationals as General Mills and Levi Strauss. Fields is well-acquainted with the cultural elements that distinguish the Japanese consumer market from the Western market.

Fields reveals, among other insights: why Japanese don't relax on a trip overseas, why the Japanese shower before taking a bath, why a gift's wrapping is as important as the gift itself, and the importance of pilgrimage in a nonreligious society.

The World of International Benefits: A Guide to Sources, 1983, 1984, Southport, CT: Interben Publications, Inc., 48 pp., $25. Order from Interben Publications, Inc., P.O. Box 896, Southport, CT 06490.

This booklet is designed as a summary of activities in international benefits during 1983. It serves as a source book, rather than a synopsis of actual changes that took place in administering international benefits. For example, chapter one lists the 11 countries where major statutory changes in benefits took place in 1983. It is up to human resource planners to determine how those changes might affect personnel in their own companies.

Besides statutory and company changes in 1983, the booklet also includes information about databases, newsletters for international benefits, trade publications, articles, speeches at the main conferences of 1983, and books on benefits. Subscribers to *Interben* will have already received their free copies.

Regions

Asia

New Newsletter

Asia Cable, a new newsletter of "Pacific Rim News and Analysis" is published every two weeks from Lake Oswego, Oregon. It includes information and analysis of business, economic, cultural, and political trends that will have an impact on the countries of the Pacific Rim. Regular subscription price is $159 a year. For information, write *Asia Cable*, P.O. Box 307, Lake Oswego, OR 97034. To subscribe, call toll-free, 800-321-4869.

Mongolia

The total population of Mongolia is about 1.8 million. In 1981, 51 percent of the population was living in urban areas compared to 22 percent in 1956. In 1982, nearly half of the population was aged 17 and under.

South Korea

The South Korean government would like to reduce its annual rate of population growth to about 1.5 percent by 1986. The estimated 1982 population of 39.3 million will reach 41.8 million in 1986, an increase of about 6 percent. The population goal set in the Five-Year Economic and Social Development Plan (1982-1986) assumes that population replacement level will be achieved by 1988. If that happens, South Korea's population size should stabilize at about 61.3 million in 2050.

Viet Nam

Viet Nam now ranks as the world's 13th largest country in population. It has 57 million people. About 1.5 million people emigrated from the country from 1975 to 1982.

Part of the five-year plan, which calls for increased food production and self-sufficiency, is to reduce the annual population growth rate to 1.5 percent through the National Family Planning Program.

One of the government's most important efforts has been a large-scale population redistribution from urban areas to the less densely inhabited provinces. New economic zones have been set up in these areas to help new residents become self-sufficient as soon as possible.

Viet Nam will have about 50 percent population growth by the end of this century. Assuming that fertility drops from the present five children per woman to two children per woman by 2010, the population could be at the 130 million mark by 2050.

Editor's Note: This section summarizes recent notes from Population Headliners, *issued by the Division of Population at ESCAP.*

Oceania

Australia

Women over age 75 are the fastest growing segment of the Australian population. About 100 years ago, Australian women could expect to live to age 51. Now they can expect to live to age 78. Maternal and infant mortality are low by world standards and still declining. In addition, women are marrying later and postponing childbearing, making the trends in Australia very similar to those in the United States. In 1981, more than 57 percent of all births occurred among women aged 25 to 34. Large families have declined and about 80 percent of married couples now have at least one child.

Latin America

Puerto Rico

The number of Puerto Rican housing units with electric lights increased 43 percent between 1970 and 1980, from 658,856 in 1970 to 944,427 in 1980.

This is just one fact available from *Detailed Housing Characteristics: Puerto Rico*, based on sample data collected in the 1980 census. The 93-page report contains information on occupancy, plumbing, structural and financial characteries of housing units in Puerto Rico as a whole, places of 2,500 or more people, and municipalities.

Monthly housing costs for Puerto Rican homeowners with a mortgage were lower than for the U.S. as a whole in 1980, according to the report. Twenty-seven percent or 151,103 of 559,281 homeowner units had a mortgage. Homeowners with a mortgage reported median monthly housing costs of $206 while homeowners without a mortgage reported median costs of $42, compared with $366 and $128 respectively for the United States. These costs include mortgage payments, real estate taxes, insurance, utilities, and fuels.

In 1980, 16 percent of year-round housing units in Puerto Rico had air conditioning. The number of house-